

**IN THE SUBSTITUTE SPECIFICATION:**

Please cancel replacement paragraph 033 of the Substitute Specification, as filed with the Amendment of November 18, 2008. Please replace that cancelled replacement paragraph with second replacement paragraph, also 033, as follows:

[033] To begin with, known or determinable parameters, for taking into consideration the required change of the dimension and/or position of the print image location 09 on a printing forme 08, such as, for example, the factor DL of the longitudinal web elongation, and/or the factor DQ of the transverse web elongation of the material 03 to be imprinted, are supplied to an image application system 40, which may be is associated with each forme cylinder 07, as depicted schematically in Fig. 1, or which may be a separate system. That image application system 40 applies the print image location 09, such as, for example, by the use of a laser, to the printing forme 08, and is preferably controlled by a computer and on the basis of a digital data set. Therefore, the image application system 40 forms the print image location 09 on a printing forme 08 in accordance with predetermined conditions and, in this way, compensates for the results of the "fan out effect" which are to be expected. In the image application process, the image application system 40 applies the images to the printing forme 08, in particular as a function of the color tone of the cylinder 06 which is transferring the ink, and/or as a function of the arrangement of the printing group 04, with respect to the forme cylinder 07 that is carrying the printing forme 08 in the production flow P of the material 03 to be imprinted, and/or as a function of the position of the printing forme 08 which is arranged on the forme cylinder 07. Thus, in the course of forming a print image location 09, the

image application system 40 takes into consideration its position on the forme cylinder 08. This position is customarily determined by an occupation plan that is conceived in a pre-printing stage. Based on the position of the printing forme 08, in accordance with the occupation plan, on one of the forme cylinders 07, the image application system 40 then matches at least some print image locations 09, and preferably matches each print image location 09 in a further printing group 04 that is following a first printing group 04, in its length L, and/or width B, and/or in the position of its center point S, as a function of the above-mentioned influencing values, which were taken into consideration during the formation of the same print image 11. This is done in order to counteract systematic deviations, which are to be expected in the course of the ongoing printing process, and to compensate for these deviations, as much as possible, by a suitable arrangement, or positioning of the print image location 09.